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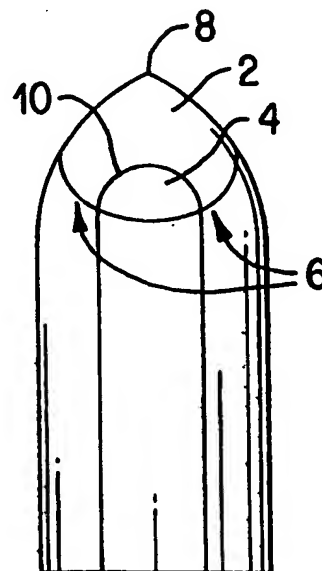
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## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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<b>(21) International Application Number:</b> PCT/US98/07428 <b>(22) International Filing Date:</b> 10 April 1998 (10.04.98) <b>(30) Priority Data:</b> 08/834,021 11 April 1997 (11.04.97) US <b>(71) Applicant:</b> E-L MANAGEMENT CORPORATION [US/US]; 767 Fifth Avenue, New York, NY 10153 (US). <b>(72) Inventors:</b> STEPNIEWSKI, George, J.; 26 Glendale Drive, Melville, NY 11747 (US). PETERS, David; 6 Bourdette Place, Amityville, NY 11701 (US). <b>(74) Agents:</b> FLINTOFT, Gerald, J. et al.; Pennie & Edmonds LLP, 1155 Avenue of the Americas, New York, NY 10036 (US).	<b>(81) Designated States:</b> AL, AM, AU, AZ, BA, BB, BG, BR, BY, CA, CN, CU, CZ, EE, GE, GH, GW, HU, ID, IL, IS, JP, KG, KP, KR, KZ, LC, LK, LR, LT, LV, MD, MG, MK, MN, MX, NO, NZ, PL, RO, RU, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UZ, VN, YU, ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).  <b>Published</b> <i>With international search report.</i> <i>Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>	

**(54) Title:** HIGHLIGHTING LIPSTICK**(57) Abstract**

A lip cosmetic that employs the use of contrasting colors to give the illusion of a fuller looking lip. The lip cosmetic comprises a lipstick bullet (1) having a first section (2) and a second section (4) in intimate contact with each other along substantially the entire length of the bullet, the first section being shaped to have extensions (6) which extend laterally along either side of the second section. The second section is of a contrasting appearance, e.g. different shades, colors, or finishes.



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## HIGHLIGHTING LIPSTICK

### I. FIELD OF THE INVENTION

The present invention relates to a stick product that  
5 highlights particular areas of a persons face. More  
particularly, it concerns a stick product which employs the  
use of contrasting colors arranged so that the colors are  
applied in a manner which produces a highlighting effect.

### 10 II. BACKGROUND OF THE INVENTION

Lip makeup plays an essential role in a women's overall  
appearance. Women use lip products such as lipstick, lip  
liners, lip pencils, lip glosses, and lip foundations to  
accentuate their lips. To achieve the desired shape, color,  
15 or size, women use the aforementioned lip products alone or  
in combination. This can be an expensive and time consuming  
process whereby women use multiple products and applications  
to achieve their desired look. When used in combination,  
applying these products can take a great deal of time because  
20 women have to apply them separately.

Prior art lip products provide a combined lip liner and  
lipstick mass (see US Patent No. 4,740,097). This  
configuration places two separate items together in one  
package. Both the lip liner and the lipstick mass are  
25 distinct parts where the lip liner projected laterally from  
one side of the lipstick mass.

Other lip products provide for a center portion of the  
lipstick mass of a different color than the outer portion.  
In this lipstick, the center portion is completely surrounded  
30 by the outer portion. The purpose of this configuration is  
to provide a center portion that facilitates shading of the  
lipstick on the lips. Depending on how many times, and the  
manner in which a woman applies the lipstick, a desirable  
shade is obtained.

35 Also, a lipstick which provides two equal halves of  
differing colors is known. The purpose of this configuration  
is not to blend the colors together, but to give the consumer

a choice of two possible colors to use with the purchase of one lipstick.

Women have recently resorted to surgical procedures to obtain the fullness of the lips that they desire. These 5 procedures include such things as collagen injections and other forms of plastic surgery. The drawbacks associated with this type of method is that the results are of a permanent nature and the monetary cost is high.

This invention provides a simple, single application 10 lipstick that makes the lips look fuller.

This invention further provides an inexpensive product that makes the lips look fuller.

This invention also provides a non-permanent way of giving a fuller look to the lips.

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### III. SUMMARY OF THE INVENTION

The present invention is a lip cosmetic that employs the use of contrasting colors to give the illusion of a fuller looking lip. The lip cosmetic comprises a lipstick bullet 20 having a first section and a second section in intimate contact with each other along substantially the entire length of said lipstick bullet, the first section being shaped to extend laterally along either side of the second section. The second section is of a contrasting appearance, e.g. 25 different shades, colors, or finishes.

When the lipstick is applied to the lips in a normal manner, the aforementioned lateral extensions, or flanges, coat the outer corner of the lips, where the lips narrow, with the color of the first section, while at the same time 30 allowing the second section to coat the central fuller part of the lip. After application, the two sections have combined to color the lips while also highlighting the central portion, thereby giving the lips the illusion of being fuller.

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#### IV. BRIEF DESCRIPTION OF THE DRAWINGS

Further objects, features and drawings of the present invention will better be understood in light of the embodiment examples which are discussed below with the aid of  
5 a drawing wherein:

FIG. 1A is a side view of a stick product of the present invention, wherein the application end has a beveled edge.

FIG. 1B is a front view of the stick product of FIG. 1A.

FIG. 2A shows a side view of a stick product of the  
10 present invention, wherein the application end is beveled.

FIG. 2B shows a side view of a stick product of the present invention, wherein the application end is curved.

FIG. 2C shows a side view of a stick product of the present invention, wherein the application end is flat.

15 FIGS. 3A through 3E show a front view of various configurations of the first and second sections of a stick product of the present invention, wherein the application end is beveled.

FIG. 4A is a side view of an alternate embodiment of the  
20 present invention.

FIG. 4B is a top view of the embodiment of FIG. 4A.

#### V. DETAILED DESCRIPTION OF THE INVENTION

FIGS. 1A-1B shows a lipstick bullet 1 embodying the  
25 teachings of the subject invention. Lipstick bullet 1 is mounted within a case (not shown) for a lipstick. These cases are well known in the art and can be such that the mass is slidably mounted within, or the case can be such that the bullet is locked in position.

30 The shape of lipstick bullet 1 shown is not meant to be limiting, but is an example of a shape that would fit within a case. Shapes of the lipstick bullet that can be utilized with the present invention include, but are not limited to, oval, round, teardrop, heart-shaped, square, and the like.  
35 Also, the shape of the lipstick bullet can vary throughout the length of the lipstick bullet. For example, the base of

the bullet, which is the end mounted within the case, can be round while the application end can be oval.

Likewise, the face of the lipstick bullet can vary in shape. The face of the lipstick bullet is that surface which  
5 contacts the lips during the application of the lipstick. Shapes of the face that can be utilized with the present invention include, but are not limited to, oval, round, teardrop, heart-shaped, square, and the like. Generally, the face of the lipstick bullet will resemble that of the shape  
10 of the bullet itself. It will be apparent to one of skill in the art of lipstick manufacture how to modify any lipstick shape to obtain the benefits of the present invention.

Lipstick bullet 1 includes a first section 2 and a second section 4 which are visually separate, but integrally  
15 the same, and are in intimate contact with each other. By having two visually separate sections, a line of demarcation 10 is formed between first section 2 and second section 4. Line 10 is a separation between first section 2 and second section 4 and continues throughout the length of lipstick  
20 bullet 1.

The application end 20 of the lipstick bullet can be beveled, curved, or flat (see FIGS. 2A, 2B, and 2C, respectively). The application end 20 of the lipstick bullet is that end which is opposite of the base. In a preferred  
25 embodiment, application end 20 of the lipstick bullet is chamfered, or beveled, so that a tip, top, or point 8 is created (see FIGS 1B and 2A). First section 2 is formed so that it starts at point 8 of the lipstick bullet. First section 2 is shaped so as to extend laterally along either  
30 side of second section 4. These lateral extensions 6 allow the mass of first section 2 to be applied to the corners of the lip, while at the same time allowing application of the mass of second section 4 to the center of the lip. The application of the lipstick works similarly for the top and  
35 the bottom lips.

The following example is merely illustrative and in no way limits the colors, size, shape, or configuration that can be used.

A preferred embodiment of the present invention is where  
5 the application end of the lipstick bullet 1 is in the shape of a teardrop, and the base of the bullet is round, as in FIGS. 1A and 1B. The application end is chamfered so that a point 8 is formed. The lipstick bullet is an integral mass which is visually divided into two separate sections, a first  
10 section 2 and a second section 4, which are of contrasting colors, shades, or finishes. These two sections are visually separated by a line of demarcation 10, which extends the entire length of the lipstick bullet. Line 10 visually separates the lipstick into two distinct sections that will  
15 still be present as the lipstick is worn down by consumer usage.

First section 2 encompasses the area from the point 8 of the lipstick to a line of demarcation 10. Line 10 is preferably in a curved shape so that first section 2 extends  
20 laterally around the sides of second section 4. Lateral extensions 6 are important because, in normal application, they focus the application of the color of first section 2 primarily on the corners of the lip, while at the same time substantially preventing application of the color of second  
25 section 4 to the corners of the lip.

In a preferred embodiment, first section 2 is a darker color or shade than that of second section 4. This choice of color arrangement allows for a greater highlighting effect for the lips. Alternatively, first section 2 can be a  
30 lighter shade than second section 4, or, one section can be a matte finish while the other section can be a glossy finish. The variations on this theme will be apparent to the skilled artisan, given the understanding that the variations in color, shade, or finish between the two is intended to focus  
35 attention on the center of the lip.

Line of demarcation 10 can be of varying shapes, such as round, square, round, rectangular, oval, triangular, or the



like (see FIGS. 3A through 3E). It is important, regardless of the shape of line of demarcation 10, that lateral extensions 6 are present such that the color of first section 2 can be applied to the corner of the lips. It will be evident to one of skill in the art that numerous variations can be made to the colors, shape, and configuration of the present invention as defined.

The molding of a lipstick is accomplished through a number of steps. In typical lipstick manufacture, a mold is first provided which is in the form of a negative of the desired shape of the lipstick. Next, molten lipstick is poured into the mold and allowed to cool. When the lipstick is cooled to a solid state, the mold is then removed and the lipstick is placed into a case.

The lipstick of the present invention can be made with slight modification to a traditional lipstick mold. Into the traditional lipstick mold is provided an insert that corresponds to the size and shape of second section 4 in its proper location. Molten lipstick is then poured into the cavity formed between the insert and the mold. When the lipstick cools to a solid state the insert is removed and the newly formed solid lipstick mass corresponds to first section 2 of the lipstick bullet. Next, the insert is removed from the mold. This creates a cavity between first section 2 and the mold, said cavity corresponding to second section 4 of the lipstick bullet. Molten lipstick of the desired color for second section 4 is then poured into the cavity and allowed to cool. When the mold is removed, the lipstick will be in the desired shape and will have two visually distinct sections in intimate contact with each other. This lipstick bullet can then be placed in a case and sold for consumer use. Also, the process for forming the lipstick bullet can be reversed so that the insert occupies first section 2 while second section 4 is formed. The insert is then removed and first section 2 is formed.

The material for the lipstick mold can be metal or any other material that will withstand the higher temperatures

associated with lipstick molding. These materials will be evident to one of skill in the art of lipstick manufacture.

FIGS. 4A and 4B show a different embodiment of the same invention. In this embodiment, the lipstick bullet is divided into two first sections, 30 and 31, and two second sections, 40 and 41. With this embodiment, a lipstick can have essentially two different lipsticks within one bullet. First sections 30 and 31 can be the same or different color, shade, or finish from each other. Likewise, second sections 40 and 41 can be the same or different color, shade, or finish from each other and first sections 30 and 31. This embodiment can allow each side of the lipstick to be used as an independent lipstick itself.

Even though the invention has been described in terms of the embodiment set forth in detail for purposes of explanation, it should be understood that the disclosed form is for the purpose of illustration and that the practice of the invention is not limited thereto. In particular, the invention can also be applied to other stick type cosmetics, such as eyeshadows, blushes, and the like. Alternate forms and embodiments will be apparent to those skilled in the art in view of this detailed disclosure. Thus, modifications are contemplated which can be made without departing from the scope and spirit of the described invention.

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**WHAT WE CLAIM IS:**

1. A stick cosmetic comprising:  
a stick product having a first section and a second section in intimate contact with each other along  
5 substantially the entire length of said stick product, the first section being shaped to extend laterally along either side of the second section.
2. A stick cosmetic as in claim 1, wherein the first  
10 section occupies a greater volume of the stick product than the second section.
3. A stick cosmetic as in claim 1, wherein the first section is visually distinct from the second section.  
15
4. A stick cosmetic as in claim 1, wherein the first section is a different color, shade, or finish from the second section.
- 20 5. A stick cosmetic as in claim 1, wherein the stick product is placed within a case.
6. A lip cosmetic comprising:  
a lipstick bullet having a first section and a second  
25 section in intimate contact with each other along substantially the entire length of said lipstick bullet, the first section being shaped to extend laterally along either side of the second section.
- 30 7. A lip cosmetic as in claim 6, wherein the first section occupies a greater volume of the lipstick bullet than the second section.
8. A lip cosmetic as in claim 6, wherein the first  
35 section is visually distinct from the second section.

9. A lip cosmetic as in claim 6, wherein the first section is a different color, shade, or finish from the second section.

5 10. A lip cosmetic as in claim 6, wherein the lipstick bullet is placed within a lipstick case.

11. A stick cosmetic comprising:

a stick product having a first section and a second  
10 section in intimate contact with each other along substantially the entire length of said stick product, the first section being a different color and shaped to extend laterally along either side of the second section; and  
the stick product is placed within a case.

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12. A lip cosmetic comprising:

a lipstick bullet having a first section and a second  
section in intimate contact with each other along substantially the entire length of said lipstick bullet, the  
20 first section being a different color and shaped to extend laterally along either side of the second section; and  
the lipstick bullet is placed within a case.

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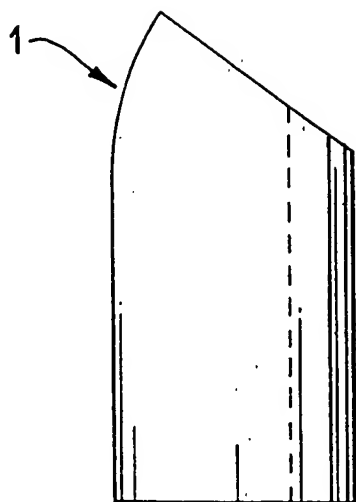


FIG. 1A

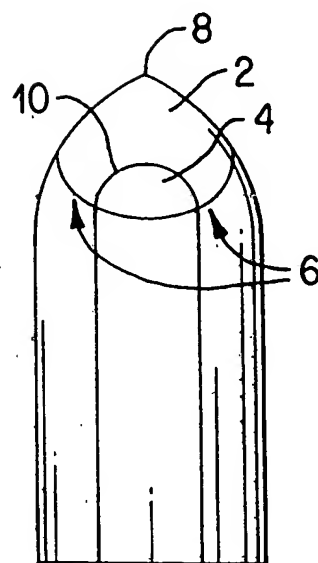


FIG. 1B

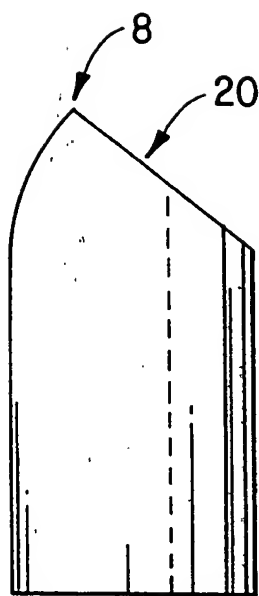


FIG. 2A

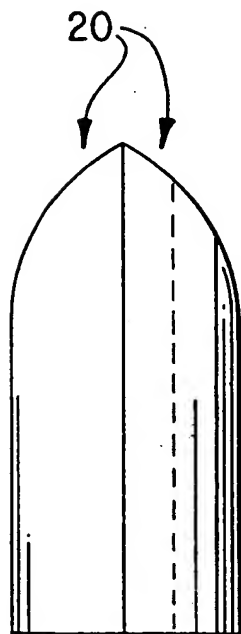


FIG. 2B

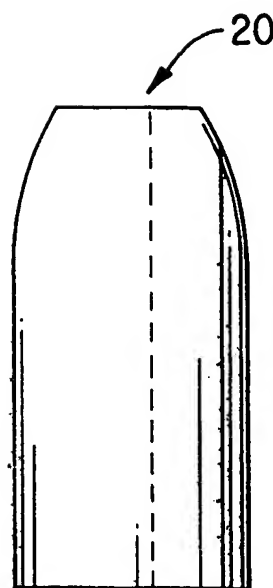


FIG. 2C

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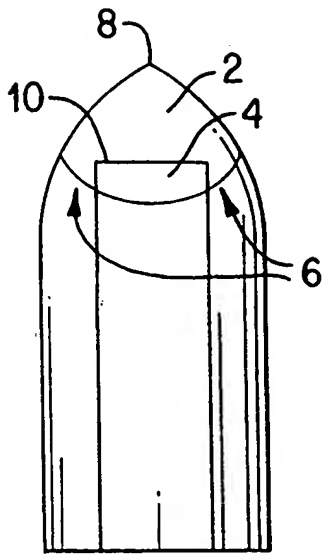


FIG. 3A

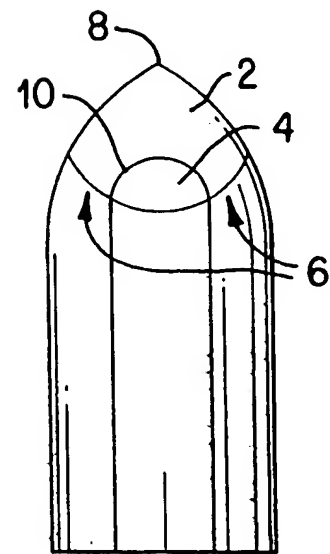


FIG. 3B

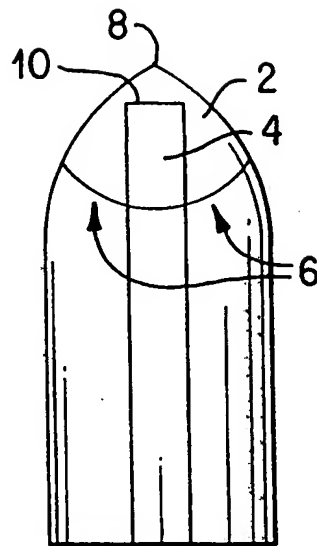


FIG. 3C

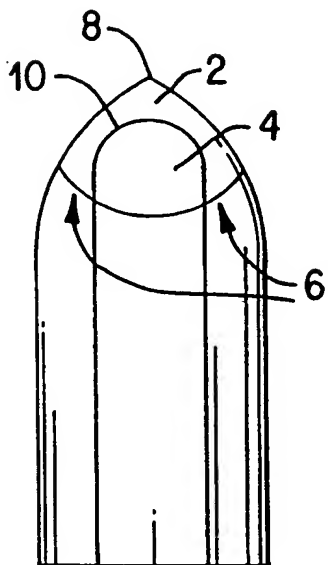


FIG. 3D

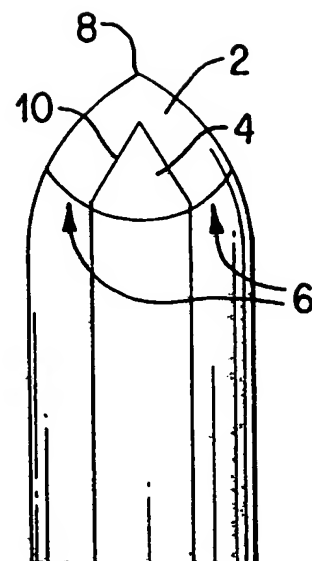


FIG. 3E

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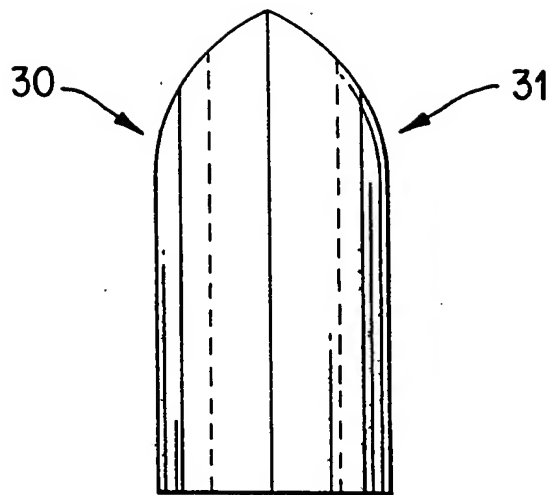


FIG. 4A

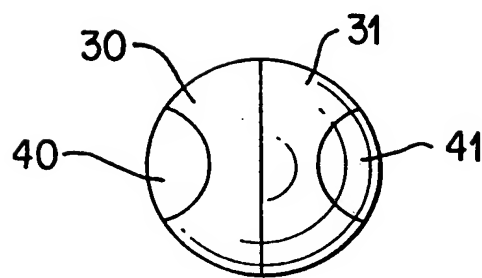


FIG. 4B

## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US98/07428

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(6) : B43K 27/08

US CL : 401/35

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 3,192,933 A (PRINCE) 06 July 1965, see entire document	1-12
A	US 3,201,314 A (MORSHAUSER, ET AL.) 17 August 1965, see entire document.	1-12
A	US 1,576,567 A (BUHL-BONANNO) 16 March 1926, see entire document.	1-12
A	IT 521,507 A (ZETTI ad ARENZANO) 29 March 1955, see entire document.	1-12
A	US 4,740,097 A (KAPUSTIN) 26 April 1988, see entire document.	1-12



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